

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood, CA. 90028  
MINUTES  
May 11, 2010  
Board of Directors Meeting  
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

**Officers and Directors Present**

Ryan Harter, President, CIM Group  
Lillian Kuo, Vice President, Broadreach Capital  
Duke Gallagher, Treasurer, The Production Group  
Charles Eberly, The Eberly Company  
Richard Falzone, Off Vine Restaurant  
Brian Folb, Paramount Contractors  
Kitty Gordillo, Hollywood Wilshire YMCA  
Father Michael Mandala, Blessed Sacrament Church  
Patrick Olmstead, Los Angeles Film School  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences  
Fred Rosenthal, Ametron  
Patrick Russell, The Robert Green Company  
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios

**Absent**

Carol Massie, Secretary, McDonald's Restaurants  
Craig Donahue, The Donahue Group  
Dirk Degraeve, President Emeritus, Paramount Contractors

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance

**Guests**

David Hodgins, Clinton Climate Initiative  
Shawn Pruitt, PATH

**1. Call to Order**

The meeting was called to order by Board President Ryan Harter at 4:14 p.m.

**2. Public Comment**

Shawn Pruitt, PATH, discussed the Job Finder program at PATH with the board. The program trains formerly homeless individuals in various areas of business. The latest clients are being trained in property management. Pruitt asked that any property owners who are in need of property managers please contact the center. Additionally, if board members are interested, the center also has employees available for other job fields.

David Hodgens, Clinton Climate Initiative, presented to the board on new CRA tax loans available to companies and businesses willing to invest in building renovations/retrofits in order to decrease environmental impacts.

### **3. Approval of Board Minutes**

**It was moved by Michael Pogorzelski, seconded by Lillian Kuo, and CARRIED to approve the minute from the board's March 9, 2010 meeting. Unanimously approved.**

### **4. Treasurer's Report**

A. Review/Approve Treasurer's Report: Duke Gallagher informed the board that delinquencies for the year are at 2.5% which is slightly under the 2.6% the board had budgeted. The delinquent amount comes to \$32,989.01.

**It was moved by Fred Rosenthal, seconded by Patrick Russell and CARRIED to approve the Treasurer's report from April 30, 2010. Unanimously approved.**

B. Review/Approve 2009 Financial Review prepared by RBZ for submission to City of Los Angeles: Gallagher reported that RBZ conducted the board's financial review again this year and that their findings matched up with the financial statements for the board. Gallagher also mentioned that this year's tax return for the CHC matched the amount on the Financial Review. The tax return will be filed Saturday, May 15, 2010. The review will be sent to the city and to all property owners in the BID.

**It was moved by Brian Folb, seconded by Fred Rosenthal and CARRIED to approve the Financial review for 2009-2010. Unanimously approved.**

### **5. Committee and Program Reports**

#### **A. Marketing Committee**

1. Status Report on Pole Banner Campaign: Kerry Morrison reported that the new Sunset and Vine BID pole banners will be going up on May 18, 2010.

2. Top Line Results from Demographic Research Study: Morrison shared with the board some of the initial findings from the Demographic Research project. The study, which was paid for by the HPOA and CHC, is currently being conducted in the two BIDs. Thus far, 48% of the respondents work in the Hollywood area. Morrison is hoping to have the final results in and coded to share with the board by sometime in mid June.

#### **B. Streetscape Committee**

1. Update on CRA Sunset Blvd. Urban Design Guidelines: Sarah MacPherson reported that the guidelines have been released and that comments are still being accepted, however they are due soon. MacPherson asked that any comments board members have be sent to her so she can compile them in a document to give to the CRA. The Hollywood guidelines, Historic Survey, and Hollywood Community plan have also been released and are available for review online.

2. Approve New Logo Plaques for Trash Receptacles: Michael Pogorzelski informed the board that the Streetscape Committee had met just prior to the board meeting and

would like to recommend that the board approve a motion to allow the committee to purchase new plaques for the trash receptacles which will match the new pole banners in the BID. The request is for an amount not to exceed \$1,500.

**It was moved by Michael Pogorzelski, seconded by Lillian Kuo and CARRIED to approve the purchase of new logo plaques for the trash receptacles in the BID for an amount not to exceed \$1,500. Unanimously approved.**

3. Update on Walk of Fame Restoration Process: MacPherson gave an update to the board on the initiative and informed them that the first section of the Walk of Fame to be repaired will be the east side of Vine Street between Sunset Boulevard and Selma Avenue. Repair crews will be trying to begin this summer. As part of the effort, the repair will also try to remove existing Ficus trees along the stretch. In their stead palm trees will be planted, and the BID will be responsible for their ongoing maintenance. The Chamber's Repair Committee is also hoping to begin repairs on another section of the Walk of Fame on Hollywood Boulevard in January.

#### **C. Security Committee**

1. Report from Hollywood Homeless Registry: Morrison gave the board an overview of the Registry Week which occurred April 26 -28. Over 83 volunteers participated, and were able to conduct over 250 surveys. Lillian Kuo talked about her experience volunteering, and described it as one of the most moving initiatives she has been a part of. Morrison said that Hollywood 4WRD is looking into the next steps and trying to see what resources are available to help house some of the most vulnerable individuals. The HPOA may also be given a grant to hire an additional staff person to work on pulling housing resources together for the vulnerable individuals discovered during the week.

#### **D. Nominating Committee**

1. Elect Fabio Conti to the CHC Board: Father Michael Mandala informed the board that the nominating committee has met and interviewed Fabio Conti owner of 6270 Sunset Boulevard to complete the remainder of term vacated by Travis Serpa.

**It was moved by Fr. Mandala, seconded by Charles Eberly and CARRIED to approve to appoint Fabio Conti to the Central Hollywood Coalition Board of Directors to fill the remainder of Travis Serpa's term expiring 2012. Unanimously approved.**

### **6. New Business**

#### **A. BID Renewal**

1. Report from BID Renewal Steering Committee: Morrison briefed the board on the beginning of the BID Renewal process. The committee met in April and will be meeting again on May 21 at the YMCA. The committee discussed the boundaries of the BID and also the possibility of conducting a survey of the current property owners in the area. Morrison distributed the draft survey to the board for their review and input. The committee also looked at a price quote from Willdan Financial to serve as the consultant for the renewal. The committee has asked Willdan to further detail the quote to see if there is a way to possibly lower some of the costs.

**B. Review of CPI Increase and Potential Application to 2010-11 Assessment Roll**

1. CPI Increase: Morrison let the board know that based on their MDP, the board had the option to potentially increase this year's upcoming assessment roll in line with this year's CPI increase. This year's CPI is estimated at 1.324%. The board discussed the option and felt that they should not raise the assessment roll at this time.

**7. Old Business**

None

**8. Report from Kerry Morrison**

A. Staffing Change: Morrison informed the board that Katie Zandona, Marketing Director for the HPOA, has handed in her resignation and will no longer be with the organization beginning June 2010. Morrison is currently working on filling the vacant position.

**9. Next Meeting**

The next meeting was scheduled for Tuesday, June 8, 2010 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

**10. Adjournment**

There being no further business the meeting was adjourned by Board President Ryan Harter at 6:14 p.m.